What to Post on Instagram

1. Use High Resolution Photos

- Smartphone photos are good for in-the-moment action and instant uploads, but consider hiring a professional photographer to take HD images of your products.

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What to Post on Instagram

2. Your Products Being Used

- A powerful way to tell your company's story is through photos of people using your products or services in the real world.

lululemon
FOLLOW
15.9k likes
11w
lululemon "We are meant to exploit our gifts, work with our limitations and contribute to the world in a meaningful way. It's not unusual to hide or deny our shortcomings, but that will also inherently deny us access to our greatest gifts. It's a package deal. So get to know who you are and then get out there and make the world a better place." —@Stephaniesnyderyoga #YouBeYou (@markkuroda)

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What to Post on Instagram

3. Show your Business Behind-the-Scenes

- ➢ These images work great for providing an authentic voice for your brand.

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4. Jump on HASHTAGS

- For example: #Selfies
  #TBT (Throwback Thursday--share images from the past every Thursday)
  #OOTD (Outfit of the Day)
  #POTD (Photo of the Day)
- Make sure to create a hashtag unique to your brand (i.e. #REVOLVEsummer)

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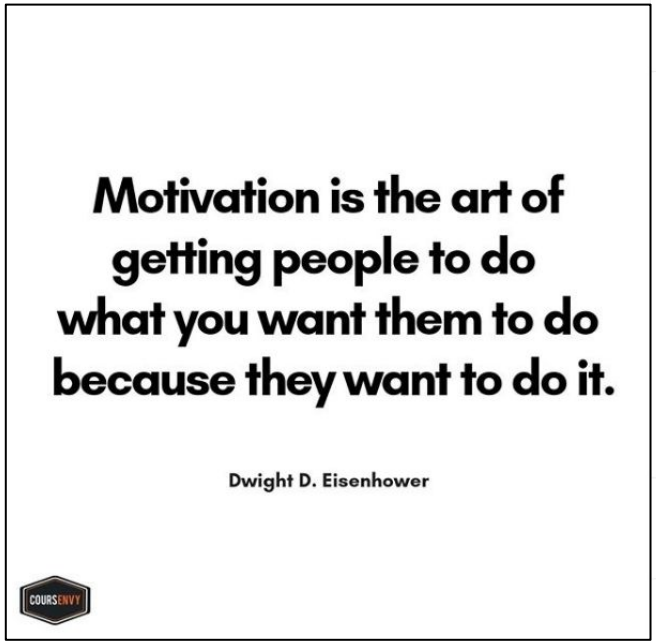
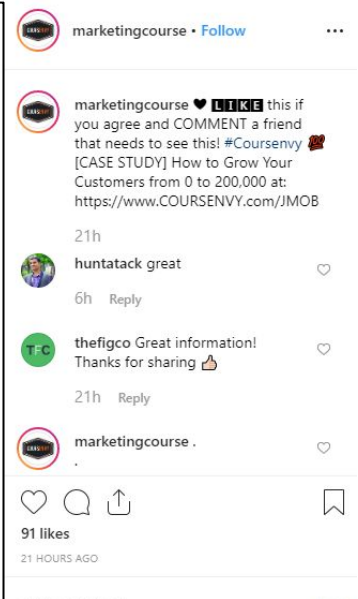
What to Post on Instagram

5. Quotes

- Share a popular, funny or inspiring quote. Quotes get some of the strongest engagement on Instagram!


Motivation is the art of getting people to do what you want them to do because they want to do it.
Dwight D. Eisenhower
COURSENVY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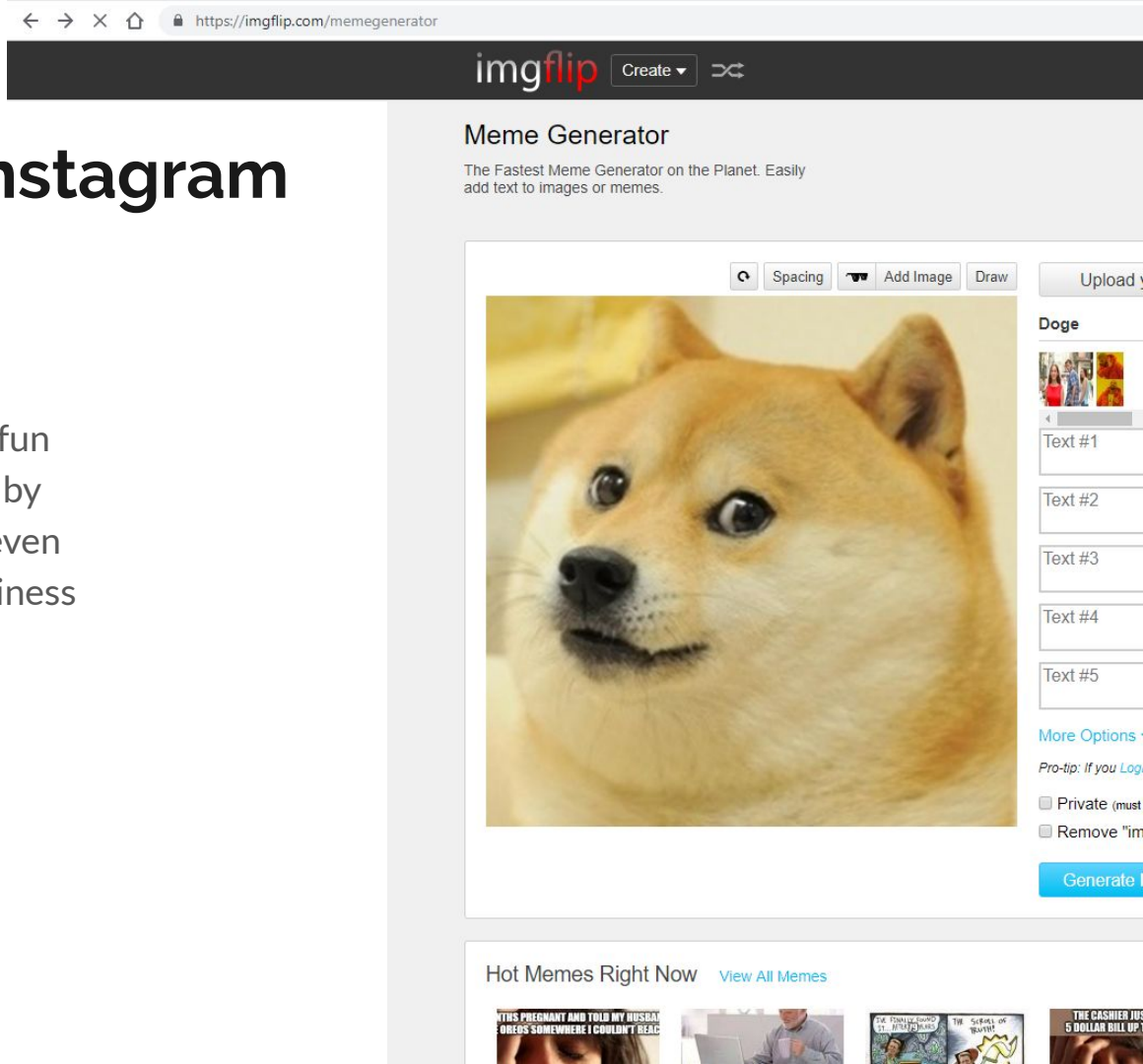
marketingcourse ♥ LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: https://www.COURSENVY.com/JMOB
21h
huntatack great
6h Reply
thefigco Great information! Thanks for sharing
21h Reply
marketingcourse .
.
91 likes
21 HOURS AGO
Add a comment...
Post

What to Post on Instagram

6. Memes

- Make your Instagram account fun and light-hearted occasionally by adding a few memes. You can even create a meme about your business or product.
- Google “meme generator"
- Use apps to create your own:
  - Phonto app
  - Photoshop Express



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What to Post on Instagram

7. Videos

- Great video ideas include a quick video showing all your products being used, a recipe being made or eating of a food product, a how to video, behind the scenes, videos from an event or vacation spot, etc!
- Provide fans an intimate peek at your company

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What to Post on Instagram

8. Collage & Tiling

- ➢ Use the “Layout App” by Instagram for cool collages!
- ➢ Search on your mobile devices app store for an “Instagram photo tiling” app.

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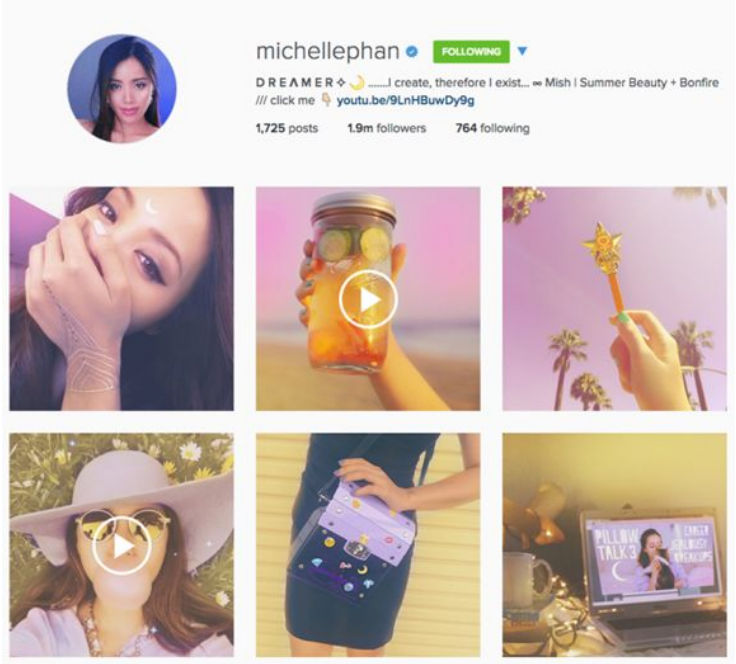
What to Post on Instagram

9. Maintain a “Color Theme” for your photo grid on your profile page

- @michellephan is a great handle to follow for amazing branding and theme work. Notice how her photos have a purple/pink filter to them. This makes her profile page look very professional and flow well as a user scrolls up through it.
- She also heavily uses the “Layout App” made by Instagram for collages.



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What to Post on Instagram

10. Try to Post Something **NEW** Everyday!

- Clouds/Sunset/Night-time/Flowers/Nature/Patterns/Animals
- Daily Routines/Good Habits/Inspiration
- Something you Love/Something you Want
- Childhood Memory
- Technology
- Eyes/Close-ups
- What's in My Bag

What to Post on Instagram When You're Out of Ideas: https://later.com/blog/what-to-post-on-instagram

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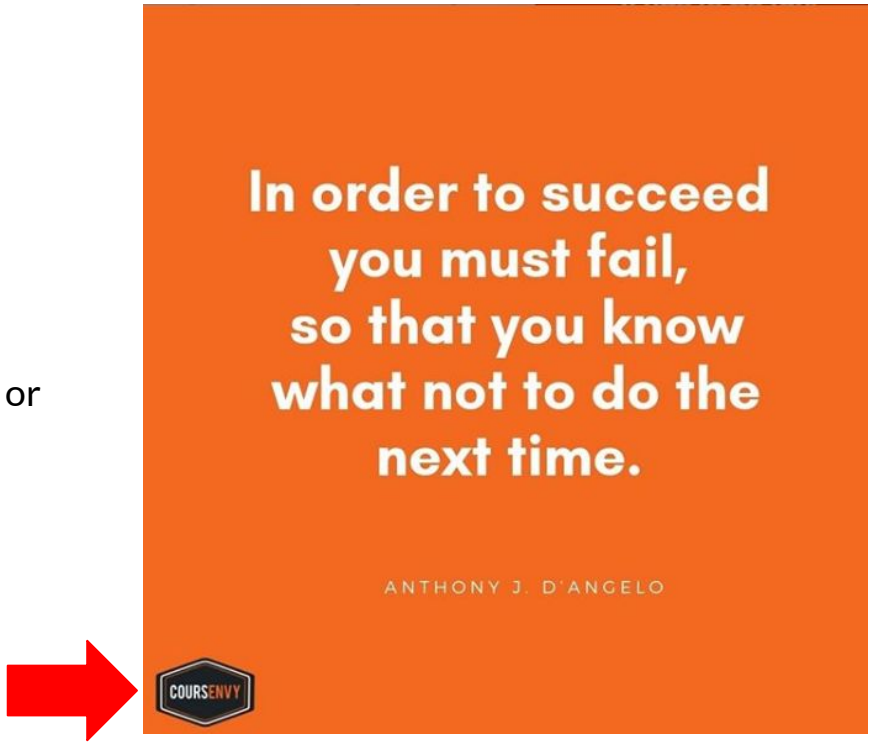
Brand your Content

Don’t let your hard work get screenshot and rebranded on someone else's Instagram page!

BRAND YOUR CONTENT!!!

Download an app like Phonto, Photoshop Express or any “watermark” app!



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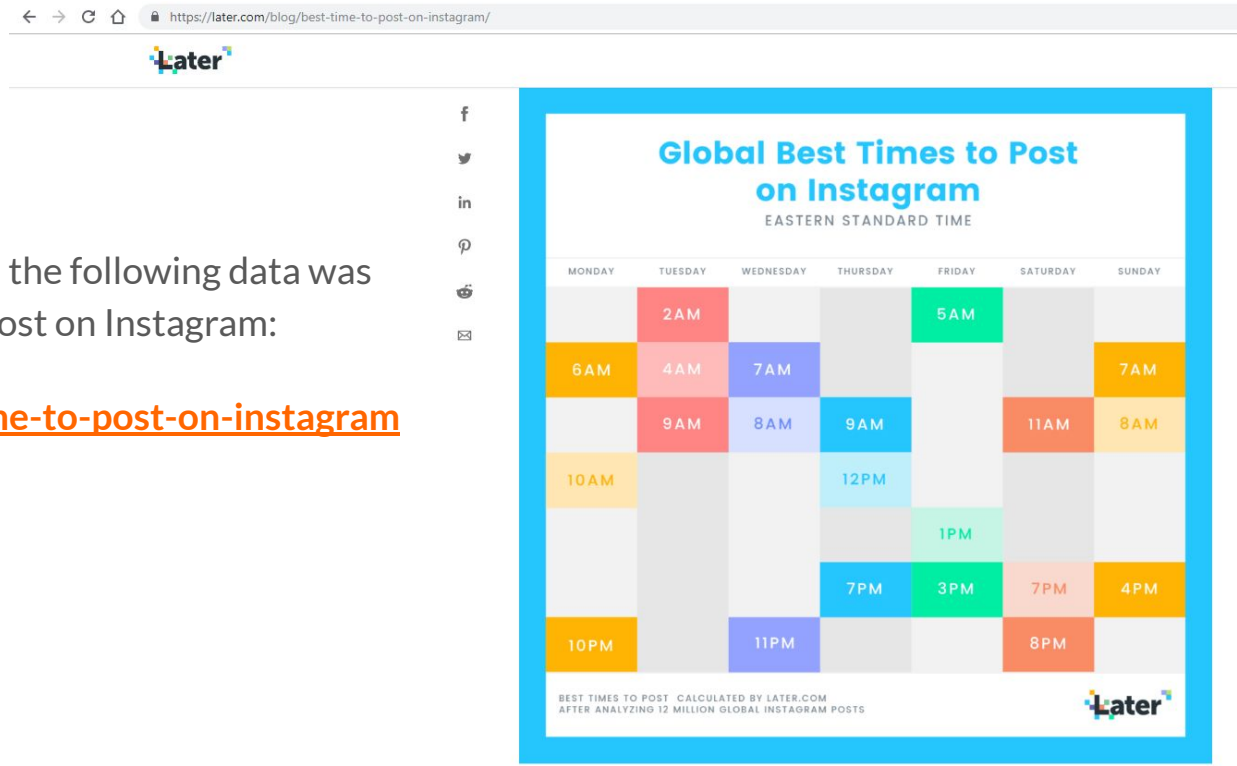
When to Post to Instagram

According to the app Later.com, the following data was captured for the best times to post on Instagram:

https://later.com/blog/best-time-to-post-on-instagram



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